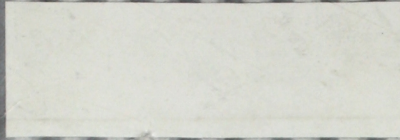


Compare the cracked and peeling condition of the surface painted with ordinary paint, with the smooth protective coating of GALVANUM.

GALVANUM sticks to Galvanized Iron, forming a Strong, Enduring Bond. It will not Peel, Crack or Flake.



35
GALVANUM
FOR GALVANIZED IRON
TRADE MARK
THE ONE OUTSTANDING PAINT NOTED FOR
ITS ABILITY TO ADHERE TO GALVANIZED IRON

GALVANUM FOR GALVANIZED IRON TRADE MARK

The **ONE** outstanding paint noted for its ability to stick to bare galvanized iron

Reasons for Its Success

1. Applied directly to new galvanized iron—without acid washing, red lead or special primer. Used with equal success on old galvanized iron previously painted.
2. No weathering of the metal is necessary.
3. Is used both for the priming and finishing coats.
4. Covers approximately 450 to 550 square feet per gallon one coat.
5. Affords thorough protection against rust and corrosion.
6. Is not affected by the action of mild acid fumes, gases, moisture or extremes in climate.
7. Costs less than any other method or process of protection.
8. Lasts from 5 to 7 years. Often 10 to 15.
9. Does not crack, peel or flake.
10. Can also be used on iron, steel and wood surfaces.

1. No preliminary treatment of surface is necessary except the ordinary precautions of seeing that metal is thoroughly dry and free from all dirt, dust, oil, grease and loose particles.
2. Stir paint thoroughly before using. "Boxing" or passing the paint several times from one can to another, after stirring, insures proper incorporation of pigment and vehicle.
3. No paint should be applied in damp, foggy or wet weather, or in weather below 50° F.
4. Paint should be brushed out well to a thin even coat.
5. Each coat should be allowed to dry firm and hard before succeeding coat is applied.
6. GALVANUM should be used as received in packages. If necessary to thin due to slight loss in evaporation, COHEN'S GALVANUM Thinner only should be used.
7. When painting the interior or exterior of garages or any portable buildings, doors should be left open to allow air to circulate freely. This will prevent condensation from taking place.
1. First Coat—Apply COHEN'S GALVANUM in shade desired.
2. Second Coat—Apply COHEN'S GALVANUM in shade desired.
3. Second Coat—Apply COHEN'S GALVANUM in shade desired.

DIRECTIONS

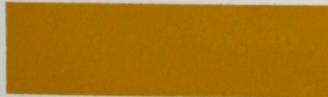
Painting of Galvanized Iron



NO. 10—IVORY



NO. 11—TERRA BROWN



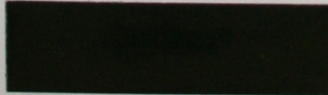
NO. 72—AIRPLANE YELLOW



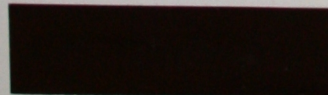
NO. 77—AIRPLANE ORANGE



NO. 26—COLONIAL GREEN



NO. 6—BOTTLE GREEN



NO. 7—CHOCOLATE BROWN



NO. 3—LIGHT STEEL



NO. 8—FRENCH GRAY



NO. 9—MEDIUM GRAY



NO. 4—BATTLESHIP GRAY



NO. 5—RED



NO. 37—ALUMINUM

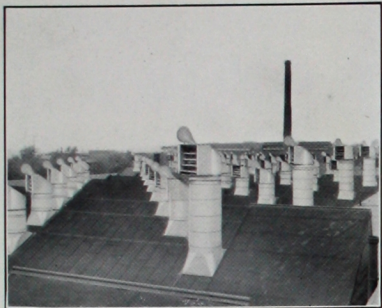
Also made in Stone Drab, Dark Lead, Black, White and special shades to order

What Is Worth Erecting Is Worth Protecting Use GALVANUM!

Galvanum
FOR GALVANIZED IRON
TRADE MARK

The Paint That is Guaranteed to STICK to Galvanized Iron

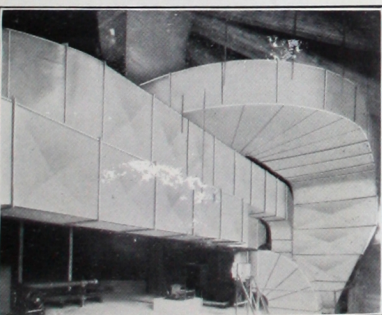
Can also be used on Iron, Steel and Wood Surfaces



Dust Collecting Equipment
Ventilating Equipment
Conveyor Housings
Tank Covers
Coolers



Galvanized Iron Buildings
Loading Platform Roofs
Galvanized Iron Fence
Watchmen's Booths
Storehouses



Interior Walls and Partitions
Interior Air Driers
Drying Ovens
Storage Bins



No acid-wash
No weathering
No special primers
... **Just GALVANUM**

Galvanum is the one outstanding product noted for its ability to stick to galvanized iron. It is a special paint engineering product. It has been on the market since 1888.

With *Galvanum* no preliminary treatment of the surface is necessary. No acid wash. No red lead or primer. No "weathering." —Just *Galvanum*—which is used for priming and finishing coats—and nothing else. It lasts for years.

Galvanized Iron presents one of the "toughest" of all painting problems. Look around and see the galvanized iron jobs that are peeling where ordinary paints are used!

There is one very simple reason why ordinary paint will not stick to bare galvanized iron permanently. The galvanizing process leaves a film of zinc chloride which prevents such paint from forming a perfect bond. Acid washes or weathering of the metal, sometimes used to overcome this difficulty, merely tend to destroy a large part of the effectiveness of the galvanizing as a protective coating and do not always produce satisfactory results.

Galvanum Gives Complete Protection—Lowest Possible Cost

Two coats of *Galvanum* are all that are necessary for the average job and these two coats will last many times longer than ordinary paints, to say nothing of the economy of labor, which is 50% to 75% of the cost of the job. A third coat may be used for exceptionally severe conditions. *Galvanum* has splendid covering capacity—approximately 450 to 550 square feet to the gallon.

Galvanum Forms a Strong Enduring, Elastic Bond

When applied to galvanized iron, *Galvanum* forms a strong, enduring, elastic bond. It expands and contracts with the metal. It does not peel, crack or flake.

Is equally successful on new or old galvanized iron which has previously been painted.

GUARANTEE OF SATISFACTION

If you use Galvanum and find that it does not give you satisfactory results in every respect, we will replace this material, provided it is applied according to our directions.

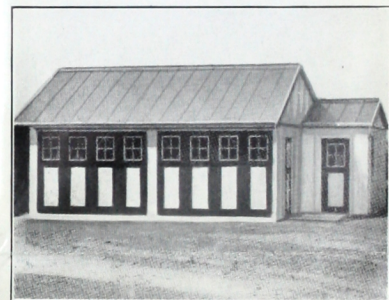
VITA-VAR CORPORATION PAINT ENGINEERS

Office and Factory
Newark, N. J., U.S.A.

New York Office
420 Lexington Avenue



GALVANUM forms a strong, enduring, elastic bond on all Galvanized Surfaces



Cornices and Gutters
Leaders, Culverts,
Water Tanks
Outhouses
Garages



Airplane Hangars and all Galvanized Iron surfaces—exterior and interior



Use **GALVANUM** on Galvanized Iron Everywhere — Exterior and Interior
... also on Iron, Steel and Wood Surfaces